

## **Abstract**

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**Date:** May 8, 1998

**Re:** Technical paper and presentation abstract - CGSIC Conference, Nashville

**Topic:** Wireless Remote Fleet Management: Marketplace Challenges

### **Introduction:**

A new user community has emerged since the end of the Cold War. Commercial enterprises are just beginning to realize the potential benefits of geopositioning, tracking and wireless communication technologies. This presentation discusses various wireless remote fleet management needs for commercial and government fleets involved in a variety of industries.

Wireless remote fleet management systems include satellite and land based positioning systems, two-way wireless messaging systems, automatic vehicle location systems, radio frequency identification and innovative voice and data communication systems.

This paper will discuss a few identifiable markets segments such as the public emergency services, US Postal service, local and long-haul trucking, the mobile service industry and private delivery and public service vehicles. The paper will also highlight how market segments differ from one another and how equipment manufacturers and service providers can address the unique requirements of these markets.

### **Aligning Competitive Advantage to Product Features:**

In the short run, confusion in the marketplace is inevitable. The right combination of wireless fleet management product attributes depends upon the specific needs of the customer and the operating environment. Before designing a system and bundling the most appropriate features, a systems provider should be keenly aware of which competitive advantage customers hope to gain through implementation of geopositioning/tracking technology. Competitive advantages are broadly classified as:

- business/market growth
- prompt delivery and service
- efficient asset allocation
- efficient staff utilization
- remote intelligence
- security

A better understanding of a specific industry's competitive, economic, and environmental forces are essential. Mobile asset and fleet management user groups are broadly classified as:

Commercial Applications

- long haul trucking
- private truck fleets
- leasing and rental companies
- delivery (parcels and mail)
- local service companies

Public Applications

- emergency services
- other public services

The diverse market segments for tracking technology are in different stages of maturity. Military applications have achieved the highest market penetration. Other industries such as public sector emergency services and long haul trucking are growing rapidly. Local fleets, non-emergency public sector, and local service industries are still in the embryonic stage of technology implementation.

**Future Challenges**

The wireless fleet management market is still immature for non-military applications. Successful pilot projects currently underway in many industries will pave the way for full scale deployment. As the market matures, equipment providers must learn how to effectively migrate from their traditional military customer base to both public and private sector markets that are less technology focused. Tomorrow's market leaders will be those that can meet the demands of a promising but highly complex and highly fragmented commercial market.